

**Sample #4b. Grades 5-8, Literary Arts/Media Arts--Moorhead**

**Lesson: "Create an Advertisement"  
Grade 6, Literary Arts & Media Arts**

**Title of Unit: "Rube Goldberg--Wild 'n Wacky Inventions"**

**Title of Lesson(s): "Create an Advertisement"**

Unit/Lesson Designer/Teacher: Christy Erickson

School / City: Robert Asp Elementary/Moorhead, MN

Subject Area(s): Whole Class Enrichment/Literary Arts/Media Arts

Grade Level(s): Grade 6

Amount of Time Needed to Complete Lesson: 2 hours

Brief description of lesson:

Students will create a new use for an unusual gadget and design an advertisement to sell the product. Students must: 1) creatively write a script that influences consumers to purchase the gadget; and, 2) utilize the LCD digital camera to record pictures to be used as part of their advertisement. Once completed, students will use the script and camera pictures to present their product to consumers (classmates).

Context/purpose for doing this lesson:

This lesson integrates the use of technology and the skill of writing for a specific audience.

FACS Standard(s) referenced in this lesson:

Grades 5-8, Literary Arts 1.2

Major Heading: Students explore, generate, and develop feelings, ideas and values through word and literary art works.

Sub-heading: Create their own works of creative writing in response to assignments and self-chosen topics and genres.

Grades 5-8, Media Arts 1.1

Major Heading: Students explore, generate, and develop ideas and feelings through creating media productions.

Sub-heading: Tell an original story, express personal feelings, or report information by recording images and sounds, by producing works such as a photograph, audiotape, hypercard stack, or video to tell a simple story.

**Sample #4b. Grades 5-8, Literary Arts/Media Arts--Moorhead, continued**

**"Create an Advertisement" Lesson continued**

Lesson Tasks/Activities:	Student Product (if any):
1) Students compare and contrast advertisements, noting the words and techniques that are used to influence consumers.	1) None
2) Students create their own advertisements using some of the techniques discussed previously.	2) Script
3) Students take 4 camera shots to show their product.	3) The camera shots are recorded and saved on the camera.
4) Students present their product via television, using the script and camera pictures in an advertisement campaign.	4) Additional posters and product packages are created to sell the product.

**Resources Needed in Lesson:**

Samples of advertisements that are found in magazines, newspapers, catalogs, etc. Creating an Advertisement guide sheet (see attachment) Storyboard guide sheet LCD Digital Camera Television Construction paper, miscellaneous materials for product package Solid color background such as an overhead screen or wall Camera lights or spotlights (optional)
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**Assessment Criteria:**

<p><b>Objective being assessed:</b> The objective being assessed in this lesson is the ability of the advertisements to influence the audience of consumers (students).</p> <p><b>Instrument and method:</b> On the basis of product information conveyed through the advertisement and the LCD camera pictures, consumers will complete a form that will indicate their desire to try the product or to pass on the product.</p> <p><b>Criteria for Success:</b> If 75% of the class (consumers) were influenced and convinced in a positive way to try the product, the advertisement would be considered successful.</p>
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**LESSON PROGRESSION**

- 1. TEACHER PREP/INTRODUCTION TO STUDENTS:** A “traveling salesperson” would stop by the class to sell an unusual product. Through the presentation, a variety of selling techniques would be used to influence the students’ consumer decisions.
- 2. LESSON CORE:** Students discuss the techniques the “traveling salesperson” used to sell the product. Students also compare and contrast sample advertisements that are provided for them. Using this information and advertisement guide sheets, students create their own advertisement for an unusual product. Students will also use the LCD digital camera to aid in their advertisement campaign.
- 3. LESSON RESOLUTION:** Students try to “sell” their product using the LCD camera and the advertisement script. The goal of their presentation is to influence the class of “consumers” (students) so that they will want to purchase the product. The consumers will complete a report, describing how the advertising influenced their decisions.